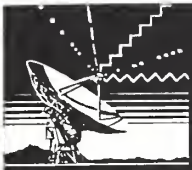


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# Broadcasters Letter

United States Department of Agriculture • Office of Communications • Washington, DC 20250-1300

Letter No. 2752

February 16, 1996

**STUDY ON MEAT PACKER CONCENTRATION RELEASED** -- Agriculture Secretary Dan Glickman released a study of concentration in the meat packing industry (February 14). Responding to widespread concern about increasing concentration in certain key agricultural sectors, Glickman announced the formation of an advisory committee to address further the issue of concentration in agriculture. Secretary Glickman said, "This past year I have heard more concerns about concentration in agriculture than just about any other issue. I want to assure producers that we take these concerns seriously." The study was mandated by Congress in USDA's 1992 appropriations act. Glickman credits the study for offering a broad view of structure and behavior in the cattle and hog industries and provides a wealth of information about an important sector of the food chain. Glickman notes, however, that it doesn't give any definitive answers. To address growing concerns among producers and others about competition and concentration in agriculture, Glickman is appointing an advisory committee on concentration to pick up where the study left off. There are 21 members on the advisory committee. **Contact: Tom Amontree (202) 720-4623.**

**INTEGRATED WILDLAND FIRE POLICY ENDORSED** -- Agriculture Secretary Dan Glickman and Interior Secretary Bruce Babbitt endorsed a joint federal wildland fire policy (February 14) that will provide greater uniformity, help to streamline and improve interagency coordination and communication, and reduce risks to both people and resources. After the 1994 fire season, the Secretaries chartered a comprehensive, year-long study to give form, substance, direction and priority to the ideas and lessons learned by wildland fire managers over the past two decades. Their 45-page report is a landmark document which translates what managers have learned in the field over the years into a cohesive, uniform federal policy. That policy directs managers to integrate wildland fire into land and resource management plans to protect, maintain, and enhance natural resources. The policy outlines that fire management activities, including suppression actions, will be based on the values to be protected, costs, and land and resource management objectives. Also, the policy articulates roles and responsibilities of federal agencies in the wildland/urban interface (where inhabited areas mix with undeveloped wildland) and ensure that federal policies are uniform and programs are implemented cooperatively and cohesively. **Contact: Jim Petterson (202) 720-4623.**

**GLICKMAN, KANTOR TO OPEN USDA'S AG OUTLOOK FORUM** -- Secretary of Agriculture Dan Glickman, U.S. Trade Representative Mickey Kantor and a number of agricultural leaders are scheduled to be keynoters for the U.S. Department of Agriculture's Agricultural Outlook Forum '96 on February 21 and 22. The forum will open at 1:00 p.m. February 21 with speeches by Glickman and Kantor. Top government officials, analysts and industry experts will report to the Forum on economic and policy developments and offer their views on farm prospects for 1996 and future years. **Contact: Raymond Bridge (202) 720-5447.**

**REPORT SPOTLIGHTS RURAL HOMELESSNESS --** As the nation reels from a winter of record breaking cold temperatures, the U.S. Department of Agriculture is releasing its report, "Rural Homelessness -- What Can Be Done." Homelessness is as common in rural areas as urban areas, but it is less obvious to community residents, the report says. Jill Long Thompson, USDA Under Secretary for Rural Economic and Community Development (RECD), said, "The rural homeless are often 'hidden' in campgrounds, outbuildings and even caves. To make matters worse, rural communities rarely have the shelters, soup kitchens and transitional services that homeless individuals and families need, and are more commonly found in urban areas." The report summarizes perspectives of hundreds of people across the country who provide housing, health and food assistance to the homeless in rural communities. **Contact: Eileen McMahon (202) 720-6903.**

**NATIONAL PORK PRODUCERS DELEGATE BODY APPOINTED --** Secretary of Agriculture Dan Glickman has appointed 162 pork producers and five importers to the 1996 National Pork Producers Delegate Body. Appointees will serve a one-year term. Established under the Pork Promotion, Research and Consumer Information Act of 1985, the Delegate Body and the National Pork Board have implemented a national program designed to improve the pork industry's position in the marketplace. The program is funded by a mandatory assessment currently set at 0.45 percent of the market value of all hogs sold in the United States. An equivalent amount is assessed on imported hogs, pork and pork products. Assessments began November 1, 1986. Delegates meet annually to recommend the rate of assessment, determine the percentage of assessments that state associations will receive and nominate producers and importers to the 15-member National Pork Board. Representation on the Delegate Body is based on annual net assessments collected on sales of domestic hogs within individual states, with a minimum of two producers from each state. States have the option of not submitting nominees. **Contact: Becky Unkenholz (202) 720-8998.**

**SPECIAL UPLAND COTTON QUOTA #4 RELEASED --** High cotton prices have triggered another special import quota that will permit the importation of a quantity of upland cotton equal to one week's domestic mill use, the U.S. Department of Agriculture announced (February 8). The special import quota that will permit the importation of 42,591,701 kilograms (93,898,705 pounds) of upland cotton was established on February 14. The quota applies to upland cotton purchased not later than May 13, 1996, and entered into the U.S. not later than August 11, 1996. The special import quota identifies a quantity of imports that is not subject to the over-quota tariff rate of a tariff-rate quota. Future quotas will be established if price conditions warrant. **Contact: Janise Zygmunt (202) 720-8841.**

**FAX AND INTERNET --** You can obtain our radio and TV programming information and the *Broadcasters Letter* through your facsimile machine by calling USDA's AgNewsFax or by accessing USDA's Home Page. **FAX:** Use the phone connected to your machine to call **(202) 690-3944**. At voice prompts, press **1**, press **4**, then to receive **Broadcasters Letter**, press **9200**; radio newslines information, press **9250**; TV contents billboard, press **9260**; TV scripts, press **9270**. After all your selections, then press **#**, press **3**, and press the **start** button on your FAX machine. **INTERNET:** Address for this letter is <http://www.usda.gov/news/bdcaster/bdcaster.htm>.



## FROM OUR RADIO SERVICE

**AGRICULTURE USA #2020** -- What's all the fuss about diet supplements and optimum health? In this edition, Leslie Parker talks to two experts on eating for health and supplementing, too. **(Weekly cassette -- five minute documentary).**

**CONSUMER TIME #1499** -- Learning through the Expanded Food and Nutrition Program. Supermarket traffic control. Total recycling for rural residents. Growing trees for cleaner air. Community service programs. **(Weekly cassette -- consumer features).**

**AGRITAPE #2012** -- Cotton: Fewer acres in '96 or more? Rice prices still surprise some folks. Wheat outcome uncertain. Benefitting from the Wetlands Reserve Program. Is their concentration in the meat packing industry? **(Weekly cassette -- news features).**

**UPCOMING ON THE USDA RADIO NEWSLINE** -- Friday, February 23, catfish processing and cattle on feed. Monday, February 26, livestock, dairy and poultry and wheat outlook. Tuesday, February 27, weekly weather and crop report. Thursday, February 29, tobacco world markets and trade and agricultural prices. Friday, March 1, world horticultural trade and U.S. export opportunities. **These are USDA reports we know about in advance. Our newslines carry many stories every day which are not listed in this lineup.**

**USDA RADIO NEWSLINES (202) 488-8358 or 8359.**

**COMREX ENCODED (202) 720-2545**

Material changed at 5:00 p.m., ET, each working day and 10:30 a.m. on crop report days.

## FROM OUR TELEVISION SERVICE

**FEATURES:** Lynn Wyvill reports on USDA's Meat and Poultry Hotline campaign to encourage people to use meat thermometers when they cook meat and poultry. Meat thermometers take the guesswork out of determining if meat and poultry are thoroughly cooked. Thorough cooking is an important step in preventing food borne illness. John Snyder reports on USDA "taking the pulse of American agriculture." The Department is conducting its annual Farm Costs and Returns Survey. The survey collects information from farmers on their costs and returns over the past year. Results are used to help determine future farm policy.

**ACTUALITIES:** Secretary of Agriculture Dan Glickman releases USDA's report on concentration in the meat packing industry.

**SATELLITE COORDINATES FOR TV NEWS FEEDS:** Thursdays from 3:45 to 4:00 p.m. ET, Telstar 402R (located at 89 degrees West), Transponder 13, Vertical Polarity, Downlink Frequency 3960 MHz.

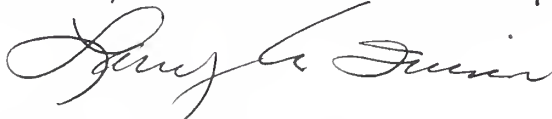
*Comments and suggestions are welcome regarding USDA broadcast services. Call Larry Quinn, (202)720-6072, or write to: Room 1618-S, USDA, Washington, D.C. 20250-1300. Internet E-mail: LQuinn@USDA.GOV.*

## OFF MIKE

**AG BROADCAST SCHOLARSHIPS**...for three college juniors or graduate students will be awarded by the National Association of Farm Broadcasters (NAFB) Foundation for the 1996-97 year. Students may be enrolled in agricultural journalism/communications curriculum or may have plans to use the scholarship to transfer to a university which offers a professional program of study in agricultural radio-TV broadcasting. Two \$2,500 scholarships plus a \$3,000 scholarship presented in the name of Glenn Kummerow will be awarded. All three winners also will receive expense-paid trips to the 1996 NAFB Convention in Kansas City, November 13-17. Applications are due March 31. For information or applications, call NAFB Foundation President **Orion Samuelson** (WGN, Chicago, IL) at 312-222-5089.

**VIDALIA ONIONS**...and peaches were hurt during the recent cold snap that went through Georgia, but a good crop of peaches is still expected, reports **Steve Malone** (Georgia Farm Bureau). Steve hosts a weekly agricultural TV show carried by 15 Georgia stations which has been on-the-air for 25 years. He has anchored the program since 1985 and is helped by four reporters who travel the state to produce features. Steve notes that he uses our weekly satellite TV newsfeed.

**COLD**...temperatures last week came within one degree of breaking an all-time record of -27 degrees set in 1905 in Burlington, IA area, reports **John Weir** (KBUR/KGRS). A veteran of 22 years at his station, John says farmers' attitudes are very positive now because of good commodity prices. Not far away, a reading of -28 degrees was the lowest temperature ever recorded in the Quad-Cities of Rock Island, Moline, Davenport and Bettendorf, according to **Rick Pierce** (WGEN, Geneseo, IL). Rick hosts a 5:00-6:00 a.m. agricultural news program daily and continues as the "morning show" host until 9:00 a.m. In addition, his station carries hourly markets, and he hosts a 12:00-12:30 p.m. agricultural news summary.



**LARRY A. QUINN, Director**  
Video, Teleconference and Radio Center



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